

RESOURCE 2

Dry & Frizzy Haircare Product Brief Template

A structured template for sharing your brand positioning, target market, product format, packaging idea, order quantity, and sample needs.

Purpose: Help haircare brands prepare clearer project details before discussing formula development, sampling, packaging, and production with Zerun.

Best used for: dry hair, frizzy hair, smoothing care, moisturizing haircare, anti-frizz styling, leave-in treatment, mask, serum, oil, and full routine planning.

This resource is designed for B2B product planning. It does not replace formula testing, claim review, label review, or market-specific regulatory evaluation.

Project Information

Field	Details to Fill In
Company / Brand Name	
Contact Name	
Email / WhatsApp	
Target Market	Country or region, sales channel, compliance expectations.
Launch Channel	Amazon, Shopify, DTC, salon, retail, distributor, spa, or mixed channel.
Expected Launch Timing	
Estimated Order Quantity	

Brand Positioning

- Daily moisture care
- Salon smoothing care
- Curl or textured hair moisture care
- Lightweight anti-frizz care
- Premium deep treatment care
- Clean, botanical, sulfate-free, or silicone-free direction

Product Format

Product	Select / Describe
Shampoo	
Conditioner	
Hair Mask	
Leave-In Conditioner	
Anti-Frizz Serum	
Hair Oil	
Full Routine / Gift Set	

Hair Type Focus

- Dry or rough-feeling hair
- Frizzy or humidity-prone hair
- Coarse or thick hair
- Curly, wavy, or textured hair
- Fine dry hair needing lightweight smoothing
- Colored, bleached, heat-styled, or damaged-looking hair

Formula Direction

Direction	Project Notes
Moisturizing	Desired softness, hydration feel, dry-end comfort, and daily-use performance.
Smoothing / Anti-Frizz	Expected smooth finish, manageability, shine, and humidity-prone hair positioning.
Curl-Friendly	Moisture retention, definition support, richer cream feel, or oil/butter preference.
Lightweight Finish	Non-greasy, low residue, fine hair compatibility, or spray/serum format.
Repair-Inspired	Protein, amino acid, bond-care-adjacent, damaged-looking hair, or treatment perception.

Packaging Idea

Packaging Area	Details to Provide
Primary Container	Bottle, tube, jar, pump, dropper, spray, sachet, sample jar, or undecided.
Capacity	Example: 100 ml, 150 ml, 250 ml, 300 ml, 500 ml, 50 g, 100 g, etc.
Decoration	Label, silk screen, hot stamping, color bottle, matte finish, or simple stock packaging.
Outer Packaging	Carton box, gift set box, sleeve, insert tray, or shipping carton only.
Visual Direction	Minimal, salon, premium, botanical, clean beauty, e-commerce, retail-ready, etc.

Sample Requirements

- Preferred sample product types and quantities
- Benchmark product or texture reference available
- Fragrance preference or fragrance-free request
- Texture adjustment priorities
- Packaging sample requirement, if needed
- Target review timing

Launch Channel Notes

Channel	What to Consider
Amazon / E-commerce	Clear positioning, stable packaging, repeatable production, review-friendly product experience.
Salon / Professional	Premium after-feel, stronger slip, richer treatment experience, salon-compatible sizes.
Retail / Distributor	Shelf presentation, carton design, price positioning, logistics and documentation planning.
DTC Brand	Hero SKU story, formula differentiation, product routine logic, visual consistency.

Message to Zerun

Use this space to summarize your product idea, target buyer, formula preference, packaging plan, quantity, sample request, and any special requirements.

Notes	